

**REQUEST FOR VENDORS TO ORDER AND IMPLEMENT STATE-APPROVED
WIC PROGRAM OUTREACH MESSAGES BY VENDORS**

Vendor Ownership Name (please print)

Vendor Contract ID Number ☐☐☐☐☐

For State Use Only

☐ Approve

☐ Deny

Reason for
denial _____

WIC Staff _____

Date _____

Please send the outreach message(s) I have checked below, to:

(Printed Name) _____

(Address) _____ or FAX () _____

NOTE: Vendor ownership must request and receive approval for each outreach message to appear or be aired in different newspapers or radio stations. WIC will provide one (1) copy of each selected outreach message.

PRINT MESSAGES

☐ Outreach Message for dated general circulation newspaper, newspaper's insert, or magazines - "Families Grow Healthy with WIC!" (69 words) ☐ English

1A Date message will appear in: Newspaper Magazine

Newspaper/insert where message will appear _____

Magazine where message will appear _____

☐ Outreach Message for dated general circulation newspaper, newspaper's insert, or magazine - "Families Grow Healthy with WIC!" (46 words) ☐ English

1B Date message will appear in: Newspaper Magazine

Newspaper/insert where message will appear _____

Magazine where message will appear _____

☐ Outreach Message (for dated general circulation newspaper, newspaper's insert, or magazine) - "Familias Crecen Sanas con WIC!" (83 words) ☐ Spanish

2A Date message will appear in: Newspaper Magazine

Newspaper/insert where message will appear _____

Magazine where message will appear _____

☐ Outreach Message (for dated general circulation newspaper, newspaper's insert, or magazine) - "Familias Crecen Sanas con WIC!" (52 words) ☐ Spanish

2B Date message will appear in: Newspaper Magazine

Newspaper/insert where message will appear _____

Magazine where message will appear _____

RADIO MESSAGES

<input type="checkbox"/>	Outreach Message for Radio – Targets Pregnant Women (30 seconds)	<input type="checkbox"/> English
3A	Date message will be aired _____	
	Radio station where message will be aired _____	
<input type="checkbox"/>	Outreach Message for Radio - Targets Pregnant Women (30 seconds)	<input type="checkbox"/> Spanish
3B	Date message will be aired _____	
	Radio station where message will be aired _____	
<input type="checkbox"/>	Outreach Message for Radio – Targets WIC eligible (30 seconds)	<input type="checkbox"/> English
3C	Date message will be aired _____	
	Radio station where message will be aired _____	
<input type="checkbox"/>	Outreach Message for Radio – Targets WIC eligible (30 Seconds)	<input type="checkbox"/> Spanish
3D	Date message will be aired _____	
	Radio station where message will be aired _____	

Pursuant to Article III, Rule 10 of the Vendor Agreement which states that vendors shall “not use or display the acronym ‘WIC’ and logo in any manner or on any materials unless approved by the WIC Program for use by vendors.” The vendor recognizes that use of the Women, Infants, and Children, Supplemental Nutrition Program name, acronym, and/or logo is contingent upon the vendor’s strict adherence to program policy regarding this use. Program policy is provided to the vendor in Vendor Alert 2007-10 and the Graphics Standard Manual for Authorized Vendors to Reproduce the California WIC Program Logo. The vendor agrees to abide by all requirements and understands that any violation of this policy may result in termination of their Vendor Agreement. I have read, understand, and agree to follow all the terms of Vendor Alert 2007- 10, entitled Use of the Logo for the Women, Infants, and Children Supplemental Nutrition Program and Program Outreach to Participants by Vendors.

The undersigned certifies that he/she has the authority to contract for this vendor ownership.

Signature _____	Printed Name _____
Title _____	Date _____

Please submit this completed form to:

State WIC Program
Nutrition Education and Marketing Unit
3901 Lennane Drive
Sacramento, CA 95834
FAX (916) 928-0518

cc: FMIS File Room